

SAVE THIS EMAIL THIS PRINT THIS MOST POPULAR

**AIRBORNE DISTRIBUTES 840,000 SAMPLES IN AIRPORT PROMOTION** Nov 29, 2007 6:05 AM, PROMO Xtra, By Amy Johannes

Herbal supplement Airborne is promoting its new On-the-Go product with a major sampling effort at several busy airports.

Marketing teams are hitting Chicago's O'Hare Airport and Denver International Airport handing out single-serve samples of lemon-lime flavored Airborne On-the-Go, an immune-boosting effervescent powder, which gets mixed with water.

Reps are targeting passengers at peak morning and evening times in the post security areas prior to boarding. Each sample, which includes a coupon, drives people to an online sweepstakes at <http://www.airbornehealth.com/airport> for a chance to win \$20 Amazon gift cards. The sweeps, which Ten United handles, runs through Dec. 31.



**Airborne reps are targeting airport passengers with its largest sampling program.**

"Sampling is very important to our brand," says Alison Calder, vice president of marketing for Airborne. We've found that a large percentage of people that try Airborne continue to use it."

In all, about 840,000 samples will be distributed through Dec. 28. So far, more than 318,000 samples have been handed out, well exceeding the company's expectations.

Busy travelers are an ideal audience for Airborne, the company said.

"We're reaching these people who are constantly on-the-go in their environment," Calder said.

Airborne chose Chicago and Denver airports because of the high traffic each location generates. About 74 million people each year travel through O'Hare and 48 million a year through the Denver airport, Galen Weaver, vice president of airport operations for Airport Marketing Income (AMI), the agency handling the promotion, said.

"It's a perfect fit for the target," he said.

The promotion follows a previous effort by the brand. Last year, Airborne reps handed out 160,000 samples at Logan Airport in Boston over a three-week period.

"Everybody is looking to find new ways to be able to consumers experience their brand," Brad Jersey, AMI president, said. "If you can match a promotion with an ideal demographic, it works."

**For more coverage on sampling For more coverage on games, contests & sweepstakes**

**:: Renew / Subscribe to PROMO Magazine::**



**DON'T MISS AN ISSUE!**

PROMO Magazine provides insights into using promotion marketing as strategic, measurable component of an overall marketing mix. DON'T MISS OUT on "how-to" information on strategies and tactics successful marketers use to improve product sales and brand image.

- Renew** your subscription
- Subscribe** to the magazine
- Sign up** for email newsletters



**A panel of professionals answers your questions. Submit your questions.**



**Michael McKelvie**  
**Gift Cards and Reward Cards**



**Bob Bell**  
**Tie-in Partnerships**



**Dave Hunt**  
**Rebates**



**Bruce Hollander**  
**Sweepstakes**



**Joel Parent**  
**Interactive**



**Become an Expert**  
**More Info**

**PROMO NEWSLETTERS**

**PROMO Premium & Incentives**



PROMO's P&I E-newsletter is the bi-weekly source providing insights on the latest products, innovations, company news, launches, and more. As the premiums and incentives industry continues to grow, the P&I E-newsletter keeps you informed about developments that

[Back to Top](#)

**BROWSE BACK ISSUES**



FEBRUARY '08



JANUARY '08



DECEMBER '07



NOVEMBER '07



OCTOBER '07



SEPTEMBER '07



AUGUST '07

**BROWSE BACK ISSUES**

Select an Issue

[Home](#) | [Penton Media](#) | [Contact Us](#) | [Subscribe](#) | [For Advertisers](#) | [For Search Partners](#) | [Privacy Policy](#)